

**WHAT IS CLAIMED IS:**

5 1. A method for navigating about an on screen television interactive program guide comprising the steps:

displaying a list of television programs vertically in a first area of a screen of a display monitor;

10 displaying an advertisement in a second area of the screen located horizontally adjacent to the first area;

moving an on screen cursor vertically to highlight a first television program listing in the first area;

15 displaying a first television program represented by the first television program listing in a third area of the screen; and

overlying a display status on the first television program displayed on the third area of the screen.

2. The method of claim 1 further comprising:

20 invoking a first display status responsive to a user command;

moving the on screen cursor vertically to highlight a second television program listing in the first area; and

25 maintaining display of the first television program represented by the first television program listing in the third area of the screen.

3. The method of claim 2 further comprising:

30 invoking a second display status responsive to a user command;

moving the on screen cursor vertically to highlight a third television program listing in the first area; and

35 replacing the display of the first television program represented by the first television program listing in the third

area of the screen with a display of a third television program represented by the third television program listing.

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4. The method of claim 2 further comprising:

receiving a first user command invoking a full screen television mode from the on screen television interactive program guide;

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displaying a full screen television program in response to the first user command;

receiving a second user command invoking a grid guide mode from the full screen television program;

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returning to the on screen television interactive program guide in response to the second user command; and

re-displaying the first television program represented by the first television program listing in the third area of the screen.

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5. The method of claim 1 further comprising tuning to an advertisement channel carrying the displayed advertisement.

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6. The method of claim 1, wherein the advertisement is selected based on a television channel being tuned to prior to invoking the interactive program guide.

7. The method of claim 1 further comprising activating a function with respect to the highlighted advertisement.

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8. The method of claim 6, wherein the function is displaying on the screen details about the highlighted advertisement.

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9 The method of claim 7, wherein the advertisement  
promotes a future television program and the function is storing  
5 the time and channel of the future television program for later  
recording or viewing.

10 The method of claim 7, wherein the function is  
establishing a link to an Internet website for display of still  
10 images or video on the screen in the second area instead of the  
advertisement.

11. The method of claim 7, wherein the function is  
establishing a link to an Internet website for display of still  
15 images or video in a fourth area of the screen different from the  
first and second areas.

12. The method of claim 1 further comprising:  
collecting viewer profile data; and  
20 selecting the advertisement based on the viewer profile  
data.

13. The method of claim 12, wherein the viewer profile data  
includes viewer interaction data selected from the group  
25 consisting of viewer interactions with the interactive program  
guide, viewer television watching characteristics, viewer  
interactions with a remote control device, and viewer  
interactions with a computer network.

14. An interactive television system comprising:  
a tuner for receiving a television signal carrying a  
television program;  
a memory storing multiple types of data including a database  
of television scheduling data and a database of advertising  
35 information;

a display monitor coupled to the tuner and the memory, a first area of a screen of the display monitor displaying a portion of the television scheduling data as vertically arranged program tiles, a second area of the screen located horizontally adjacent to the first area displaying an advertisement based on the advertising information, and a third area of the screen displaying the television program;

10 means highlighting a first television program listing in the first area;

means for receiving a first television signal carrying a first television program represented by the first television program listing;

15 means for displaying the first television program in the third area of the screen; and

means for overlaying a display status on the first television program displayed on the third area of the screen.

20 15. The system of claim 14 further comprising:

means for receiving a user command invoking a first display status;

means for highlighting a second television program listing in the first area; and

25 means for maintaining display of the first television program in the third area of the screen.

16. The system of claim 15 further comprising:

30 means for receiving a user command invoking a second display status;

means for highlighting a third television program listing in the first area;

35 means for receiving a third television signal carrying a third television program represented by the third television program listing; and

means for replacing the display of the first television program represented by the first television program listing in the third area of the screen with a display of a television program represented by the third television program listing displaying the third television program in the third area of the screen.

10 17. The system of claim 15 further comprising:

means for receiving a first user command invoking a full screen television mode and the on screen television interactive program guide;

15 means for displaying a full screen television program in response to the first user command;

means for receiving a second user command invoking a grid guide mode from the full screen television program;

means for returning to the on screen television interactive program guide in response to the second user command; and

20 means for re-displaying the television program represented by the first television program listing in the third area of the screen.

25 18. The interactive television system of claim 14 further comprising means for tuning to an advertisement channel carrying the displayed advertisement.

30 19. The interactive television system of claim 14, further comprising means for selecting the advertisement based on a television channel being tuned to prior to invoking the interactive program guide.

35 20. The interactive television system of claim 14 further comprising means for activating a function with respect to the selected advertisement.

5 21. The interactive television system of claim 17, wherein the function is displaying on the screen details about the selected advertisement.

10 22. The interactive television system of claim 17, wherein the advertisement promotes a future television program and the function is storing the time and channel of the future television program for later recording or viewing.

15 23. The interactive television system of claim 14 further comprising means for establishing a link to an Internet website for display of still images or video on the screen in the second area instead of the advertisement.

20 24. The interactive television system of claim 14 further comprising means for establishing a link to an Internet website for display of still images or video in a sixth area of the screen different from the first and second areas.

25 25. The interactive television system of claim 14 further comprising:  
means for collecting viewer profile data; and  
means for selecting the advertisement based on the viewer profile data.

30 26. The interactive television system of claim 25, wherein the viewer profile data includes viewer interaction data selected from the group consisting of viewer interactions with the interactive program guide, viewer television watching characteristics, viewer interactions with a remote control device, and viewer interactions with a computer network.